ABSTRACT OF THE DISCLOSURE

A method is disclosed for determining an adjustment amount to be made to an input chroma, C_{in}, to squeeze the input chroma toward a region of preferred chroma, C_{pref}. This method involving first defining a change in chroma as: $\Delta C = C_{in} - C_{pref}$ and defining a chroma weight as: $C_{weight} =$ Gaussian(C_{pref}, C_{sigma}); defining a luminance weight as: $L_{weight} =$ Gaussian(L_{pref}, L_{sigma}); defining a hue weight as: $H_{weight} =$ Gaussian(H_{pref}, H_{sigma});. Then, an amount of chroma adjustment is: $C_{Adjust} = \Delta C * (H_{weight} * C_{weight} * L_{weight})$. An output chroma is generated by applying chroma adjustment to chroma input: $C_{out} = C_{in} - C_{Adjust}$.